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62.39 Pride, George H.



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Newest MAR 27 1953
U. S. Department of Agriculture

Exhibition

Decorative

Miniature

and

Small

Flowered

Types

Pride's Gladiolus

BOX 431, WORCESTER, MASS.

1953

Classification

The following table will allow you to know in advance in which class you can enter gladiolus varieties in the larger shows. The number following the variety name gives the size and color class figures. Following this is the name of the originator and the year the variety was first made available to the American purchaser.

For example, **BLACK CHERRY**, (554 Rich 48) means Black Cherry is classified under number 554. The 500 means that it belongs in the Giant Glad Class (5½" flowers or larger). The 54 means it is a black red. It was originated by Rich and released for sale in 1948 for the first time.

Classification Key

Sizes—

- Miniature Glads—100 (Florets under 2½ inches).
- Small Glads—200 (2½ inches through 3¼ inches).
- Medium Glads—300 (Above 3¼ inches through 4¾ inches).
- Large Glads—400 (4½ inches through 5¾ inches).
- Giant Glads—500 (5½ inches and larger).

Color Classes—

Class	54	Red—(black)
00 White	60	Rose—(light)
06 Cream	62	Rose—(medium)
10 Yellow—(light)	64	Rose—(deep)
12 Yellow—(deep)	66	Lavender—(light)
16 Buff	68	Lavender—(deep)
20 Orange—(light)	70	Purple
22 Orange—(deep)	76	Blue-Violet (light)
24 Orange—(red orange)	78	Blue-Violet (deep)
30 Salmon—(light)	80	Smoky shades
32 Salmon—(deep)	82	Smoky (orange)
36 Scarlet	83	Smoky (salmon)
40 Pink—(light)	84	Smoky (pink)
42 Pink—(medium)	85	Smoky (red)
44 Pink—(deep)	86	Smoky (lavender)
50 Red—(light)	90	Any other color
52 Red—(deep)		

An odd number as the last digit denotes a conspicuous marking. Thus White Goddess (500) is a white without markings, while Pactolus (417) is a blotched buff orange.

Cultural Notes

Open packages of bulbs as soon as received. Store in a cool dry place until planting time.

Planting—Any time from early spring as soon as the ground is usable until late June. Plant in an open sunny place. Glads will grow in any kind of soil but do best in a sandy, well drained loam.

Fertilizers—Any good fertilizer will give good results. A good potato fertilizer is fine. Mix fertilizer into soil carefully and then place bulbs an inch or two above soil containing fertilizer. Plant from 3 to 6 inches deep depending on the size of bulb.

Disinfecting—Dip all bulbs and bulblets in a disinfectant in order to kill thrips and to prevent possible disease infection on the bulbs. Burn all bulbs showing rot.

Cutting—The spikes should be cut when the first floret is in full bloom. Always leave four leaves on the plant when cutting to develop the bulb for next year.

Digging—When the foliage begins to turn brown, it is time to dig the bulbs. Cut tops off close to the bulb. Dry the bulbs for about two weeks. After this time the old bulb and

roots can be removed and thrown away. Do not remove the husks on the new bulbs as they protect the bulb during storage.

Storage—Store bulbs in trays or bags or boxes at a temperature of around 40 degrees. Give bulbs a light dusting of DDT 5%. This will eliminate any danger of thrips feeding on the bulbs during storage.

* * * * *

Dipping, Dusting and Spraying

Lysol Dip—4 tablespoons of Lysol, 3 gallons of water. Soak bulbs in the Lysol solution for between 3-6 hours; soak bulblets overnight or for 12 hours. After bulbs or bulblets are removed from solution, allow to drain and plant the same day as treated, preferably while still wet.

Dusting for Thrips—When the plants are in the third leaf they should be dusted with 5% DDT every two weeks. Best results will be obtained while the dew is still on them.

Spraying for Thrips—1 rounded teaspoon of 50% DDT, $\frac{1}{2}$ teaspoon of Dreft, 1 gallon of water. For larger plantings— $\frac{1}{2}$ lb. of 50% DDT, $\frac{1}{2}$ pint of liquid soap, 25 gallons of water. The wettable form of DDT should be used when using a spraying material. Lysol, and DDT are poisonous, so take care in handling these materials. DDT dust must not be inhaled.

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Instructions for Ordering

(Please read carefully)

Ordering—List carefully varieties wanted on order blank. Add up. Figure discount and add extra bulbs you have chosen to your order. All orders are postpaid anywhere in the United States.

Extra Bulbs—On orders accompanied by full payment, if order amounts to \$5.00 or more, add 5% extra in your own choice of bulbs. On orders over \$10.00, select 10% extra. Over \$25.00 select 15% more.—Discounts not allowed on this year's introductions.

Terms of Business—Cash with order. We will refund purchase price of bulbs if they are found unsatisfactory upon receipt and returned to us immediately at our expense. We cannot guarantee results as planting conditions vary so greatly. We make every effort to send out only the finest stock available. Minimum order—\$3.00.

Acknowledgements—We acknowledge all orders as soon as possible. Please hold the acknowledgement until bulbs have been received.

Early Orders—Please order as soon as possible if you sincerely wish to grow certain varieties. Stocks of some are already low and many will be exhausted long before planting time.

Size of Bulbs—(L) Large means $1\frac{1}{4}$ " in diameter or larger. (M) Medium means $\frac{3}{4}$ " to $1\frac{1}{4}$ ". (S) means $\frac{1}{4}$ " to $\frac{3}{4}$ ". (B) Bulblets. Packages of bulblets run from 40 to 60, depending on the value of the variety.

Bulblets—Expensive varieties should be peeled before planting. Always plant soon after peeling as they dry up quickly. Bulblets should be kept moist during the growing season to get the best results.

Rates—5 bulbs may be purchased at ten rate. 10 bulbs or bulblets at 8 times single price unless otherwise indicated. 25 at 100 rate. 100 bulbs or bulblets at 8 times 10 rate.



PRINCESS

1953 Introductions

CO-INTRODUCING

PRINCESS (466 Larus 53) (See photograph)

This wonderful new gladiolus opens 8 to 11 perfectly placed 5" to 5 1/4" rosy lavender florets with a creamy throat and a few rose lines deep in throat. Ruffled florets similar to Elizabeth the Queen but deeper colored. Tall spikes with a long flowerhead and many buds. Very strong growing. Very reliable in producing top grade spikes. It has won all kinds of prizes, awards and grand championships. One of the finest for exhibition.

Large \$3.00; Med. \$2.25; Small \$1.50; Bulblets .50 each

NEW

FROM HOLLAND

SALMAN'S SENSATION (576 Salman 53)

A sensational new medium dark blue. Blooms huge in size, 6" to 7" with 7 to 10 out at once. Plants extremely rugged, a very unusual characteristic of most "blues." Grows 6 feet tall with heavy green foliage. Ideal for exhibition. Looks as though it will give Ravel great competition.

Large bulbs, only, \$2.50 (supply very limited)

DREAM GIRL (Salman 1953) See front cover.

A unique shade of pinkish violet. Seven or more large flowers, well arranged on strong spikes. Brand new. Will be in great demand.

Large bulbs only, \$1.00 each (supply limited)

General Price List

ALFRED NOBLE (Salman) New. A beautiful clear deep pink or salmon rose with a large white blotch on the lower petals. Eight wide-open flowers of great substance. Forms a striking mass of color. See back cover for color picture.

L .50; 10 for \$4.50

ATLANTIC (532 Blom & Padding 46) Lovely heavily ruffled coral red with darker throat and white mid-ribs. Up to 11 florets open at once. Fine for all purposes, commercial and exhibition. Strong grower. Very early flowering. Takes about 70 days from large bulbs. A prize winner many times. Stock in great demand. We know of no other variety that can be so consistently satisfactory. We hope to have enough large bulbs this year to last the season. Every previous year we have been sold out long before the planting season. We are offering especially fine, high-crowned bulbs which should all produce superb spikes of bloom.

Large		Bulblets
10	1.35	Pkg. .25
100	12.00	
1000	108.00	



BLUE DEVIL

ATOM (336 Hedgecock) Beautiful medium-size scarlet with gold edge around all petals. Distinctive and fine for small arrangements. Sturdy and blooms over a long period.
L 2 for .25; M 3 for .25; S 5 for .25; Blbts. Pkg. .25

AUREOLE (410 Pruitt) Very beautiful heavily ruffled light yellow. Opens 6-8 on tall willowy spike. Distinctive and fine.

L 2 for .25; M 3 for .25; S 5 for .25; Blbts. Pkg. .25

AUTUMN LEAF (580 Howell 49) A very attractive and dependable smoky. Makes excellent spikes of bloom. Clear yellow and brown smoky. Nice.

L 2 for .35

BENJAMIN BRITTON (366 K & M) Very popular ruffled deep lavender mauve. Early flowering. One of the best from Holland. Many open. Fine for exhibition or home use

L 2 for .25; M 2 for .15; S 2 for .10; Blbts. 15 for .15

BLACK CHERRY (554 Rich 48) One of the finest large black reds. No burning in the sun. Seven to nine open at once. Healthy and prolific. Wavy petals with excellent texture.

L .50 M .40; S .30; Blbts. 10 for .50

BLUE DEVIL (478 Larus 51) (See photograph) Clear deep violet with rose blotch on a very conspicuous white throat. Very striking and different. Tall spikes. Very healthy. Seven or more large flowers opening flat. The best new "blue" in many years. Has won many prizes in a very short time. Exceptionally popular. Stock very scarce. L \$2.50; M \$1.75; S \$1.25; Blbts. .30 10 for \$2.40.

BLUE GIANT (576 Seed) Tall light blue with very large flowers. Popular with home gardeners. Healthier than most blues.

L .25; M .20; S 3 for .25; Blbts. 15 for .25

BOLERO (582 Leffingwell 41) Wonderful color combination of metallic coppery orange with glowing red throat. Lovely individual florets. Fine for arrangements.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkg. .25

BOULOGNE (552 Salman 47) Large clear wine red. 8 open. Long straight spike. Strong grower and propagator.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkg. .25

BRIDAL ORCHID (566 Carlson-Puerner) Light lavender, varying with the weather to deeper tones. Opens up to 10 making huge spikes. Wonderful for all purposes.

L .50; M .40; S .25; Blbts. 10 for .25

BURMA (564 Palmer 43) A very deep rose-red, with 6 wide open blooms that are very heavily ruffled. One of the best glads in existence. Good for both show and commercial use.

L 2 for .25; 10 for \$1.00; M 2 for .15; 10 for .70; S 5 for .25; Blbts. Pkg. .25

CATHERINE (542 Both 49) An interesting pink with a slight smoky cast. Makes nice exhibition spikes with very large flowers.

L .40; M .30; S .20; Blbts. 25 for .25

CORALEEN (Windsor) Ruffled coral with clear deeper self throat. Popular commercial.

L 3 for .25; M 3 for .15; S 4 for .10; Blbts. 25 for .10

CORONA (560 Palmer) Creamy white with rose colored edges on petals. One of the most popular varieties of all time.

L 3 for .25; 10 for .75

DRESDEN (210 Butt) Extremely ruffled clear medium yellow. Opens 8 florets on 20 bud spike. Early. Gold medal winner. Wonderful for miniature arrangements.

L \$1.50; M \$1.00; S .60; Blbts. 2 for .25

ELAN (De Bruyn) New. Uniform soft flesh pink with a silvery cast. Fine spikes of a beautiful shade. Another exceptional new variety from Holland.

L .50; M .30; Blbts. 6 for .15

ELIZABETH THE QUEEN (566 White 41) Beautiful clear lavender mauve. Opens 7-8 heavily ruffled florets at a time. The standard lavender of today and the finest at this price.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts, Pkg. .25

EVANGELINE (560 Palmer 48) Wonderful light rose-pink. Winner of many prizes. 8-12 open at a time making superb spikes. Especially fine for either exhibition or commercial use.

L 10 for \$1.60; M 10 for \$1.20; S 10 for .80; Blbts. 15 for .25

EXPANSE (540 Hill 47) Fine large medium pink from New Zealand. Strong grower. Has a white mid-rib in each petal and a creamy white throat.

L .25; M 2 for .25; Blbts. 25 for .25

FAY (440 Jack 45) A fine salmon-pink with a cream throat. Early. Good commercial. Tall husky spikes with 6 or more open at once.

L 2 for .25; M 2 for .15; Blbts. Pkg. .25

FLORENCE NIGHTINGALE (500 Harris 47) Tall waxy white ruffled flowers on huge spikes. One of the finest whites grown. Always straight. 8-9 florets open. The most popular white variety grown today.

L 2 for .25; 10 for \$1.00; M 3 for .25; 10 for .70; S 6 for .30; 10 for .45; Blbts. 100 for .50

FLYING FORTRESS (586 Wilson) Wonderful gray smoky with reddish tines in the throat. Makes enormous spikes of flowers. Extremely popular.

L 2 for .30; M 3 for .25; Blbts. Pkg. .30

GALA (440 Cave) Opens 10-11 well placed ruffled and recurved flowers of pinkish salmon with a large gold throat. Tall, straight spikes.

L .75; M .50; S .35; Blbts. 10 for .25

GEN. EISENHOWER (542 Salman) Opens 8-10 huge blooms of begonia rose of a brilliant clear shade. Tall plant, good placement and attachment. A deservedly popular pink.

L 2 for .25; M 3 for .25; S 5 for .25

GOLIATH (540 Blom & Padding) A surprisingly good variety which lives up to its name. We are greatly impressed by Goliath each year. The color is good, of a tone similar to Picardy. Fine, tall, spikes, every one cuttable. Has taken the place of Picardy with us.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkg. .25

HENRI DE GREVE (433 K & M 49) Beautiful salmon orange and ochre colored petals, overlaid with carmine feathering. A striking novelty. One of the most vigorous of propagators. Strong and healthy. Blooms in mid-season with 6-8 wide open florets at once. Very heavy texture. Fine for exhibition and as a cut flower.

L .25; M 2 for .30; S 4 for .25; Blbts. 20 for .25

HIGH FINANCE (582 Wilson 40) Giant spikes of smoky orange-grey. One of the healthiest and most dependable smokies. Excellent grower.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkg. .25

JOHAN VAN KONIJNENBURG (400 K & M 47) One of the largest and finest orange-red varieties grown. Many open at once. Early flowering.

L 2 for .20; M 3 for .20; S 3 for .10; Blbts. 25 for .15

KING LEAR (570 Palmer 38) Tall ruffled purple. Very popular. Wonderful for both exhibition and commercial use. For many years has remained tops in its field.

L 10 for \$1.00; M 10 for .70; S 10 for .40; Pkt. .25

KLAAS VELTHUYS (Visser) New. Many purple-blue flowers open at once on a tall erect spike. Comes very well recommended from Holland.

Large, only, .50 each

LEADING LADY (506 Johnson 42) Famous creamy white sport of Picardy. 8 open. One of the most beautiful and popular of all glads and deservedly so.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkt. .25

LEAH GORHAM (451 Gorham-Larus 51) Large clear light red flowers with striking and attractive white blotch. Up to 7 flowers open of 5" size. A heavy show winner.

L .50; M .35; S .25; Blbts. 10 for .50

LIBERATOR Brilliant orange salmon shading to crimson in throat.

L .35

MABEL VIOLET (Salman) New. One of the most beautiful of all glads. Strong spikes of intense purple-magenta flowers. Award of Merit, Holland. Limited stock.

L .50

MARIA GORETTI (Salman) New. 8-10 open. One of the very finest pure whites. Large flowers of extra solid texture on tall strong spikes. Highly recommended. One of the best whites. Very early. See inside back cover. **Large, only, 60. each**

MAUREEN GARDNER (501 Preyde 51) One of the most impressive new glads. Enormous blooms yet refined and well proportioned. Pure white with a red-violet brushing in the throat. Opens 10 flowers at once. Fine for exhibition and the garden.

Large .25

MAXA (530 Pruitt 48) A buffy pink. Opens 5-6 enormous wide-open flowers of fine substance. Blooms as large as 8" across. Frequently wins as largest flower in show. Very tall grower. Fine propagator.

L .35; M .25; S .20; Blbts. 10 for .25

MERRY WIDOW (De Bruyn) A very interesting novelty from Holland. Very similar to Oberbayern but larger and with the main color a brilliant shade between mauve and lavender with a large and attractive creamy white blotch on lower petals. Improves each year.

LEAH GORHAM
L .75; M .50; S .35; Blbts. 4 for .25

MRS. P. COSTA (Both 46) Pink with creamy white throat. Unusual and beautiful.

L .25; M .15; S .10; Blbts. 15 for .25

MRS. R. G. ERREY (554 Errey 47) Huge, very tall, deep velvety red. 7-10 open. A great favorite. Produces excellent tall spikes.

L 2 for .25; M 3 for .25; S 5 for .25; Blbts. Pkt. .25

NEW YORK (562 Salman 49) Tall, straight spikes of huge very deep rose flowers. 8 open. A favorite color. Almost a self. Here to stay for some time.

L .15

NOWETA ROSE (560 Fischer 50) One of the sensations of 1950. A clean lavender rose with up to 11 beautifully placed flowers open at once. Already a standard favorite. Has won many prizes. Destined for a great future.

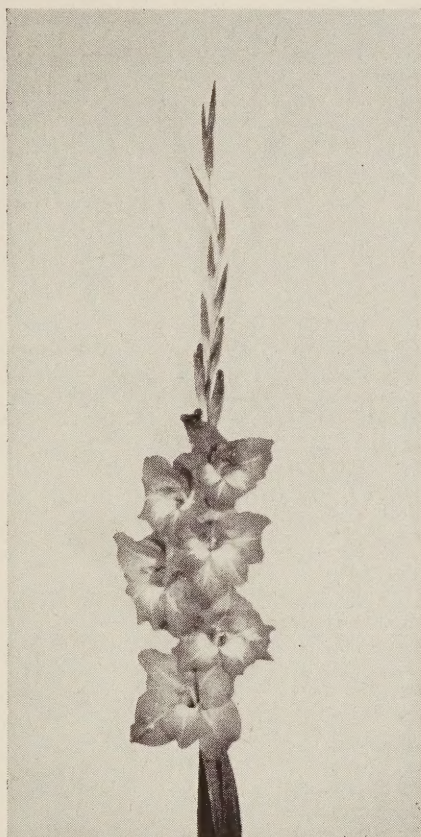
L .50; M .35; S .25; Blbts. 10 for .30

OBERBAYERN (378 Pfitzer 42) Deep aniline blue with a large throat blotch of white. Very unusual and spectacular. This is one of the most unusual novelties ever created in the gladiolus world. We have had difficulty for years in having enough stock for our customers.

L 10 for \$1.00; M 10 for .80; Blbts, Pkt. .25

PACTOLUS (417 K & M) A creamy apricot with large brilliant orange blotch. Opens many flowers in perfect formal arrangement. Exceedingly showy. Probably the most spectacular and popular gladiolus novelty today.

L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkt. .25



PALLETTE (437 Kooy) Another extraordinary color combination. Flowers are uniform bright vermillion-red with sharply contrasting purple-blue blotch in throat. Fine and healthy. An immediate attention-getter. **L .50; M .35; S .25**

PARTHENIA (556 Hitchcock 49) A stunning deep lavender with a darker throat on a creamy base. Exceedingly popular at shows. Grows very tall with up to 9 flowers of 5½" size open at once. Rapid propagator and strong grower. Tops. **L 2 for .25; M 3 for .25; S 5 for .25; Blbts. Pkt. .25**

PETER PAN (233 Palmer 50) Wonderful small-flowered variety. Dark orange-pink with deeper throat. A beautiful blend of autumn colors. Very heavily ruffled 3" flowers with 6-7 open. This is one of our favorites of all small flowered varieties. Wonderful for artistic arrangements. **L .50; M .35; S .20; Blbts. 8 for .25**

POLYNESIE (430 K & M 49) A slightly ruffled pure salmon of a deep rich shade. Magnificent spikes with 8-10 perfect round flowers open at once. Heavy textured. Fast propagator. In great demand. **L 2 for .30; M 2 for .25; S 5 for .25; Blbts. 20 for .25**

PORTIA (400 Larus 52) Lightly ruffled pure white flowers. One of the loveliest. Small creamy buff throat. 6 open in perfect placement. Strong propagator. Very healthy. Opens very well when cut. We were very impressed by this variety on its first trial last summer. **L \$1.50; M \$1.00; S .75; Blbts. 2 for .30**

ROSITA (563 Woods 52) One of the outstanding introductions of 1952. Medium rose florets blending to deeper lavender rose blotch in throat. 5½" to 6" heavily ruffled flowers. 7-8 out at once. Vigorous. Excellent for all uses. **L \$2.00; M \$1.00; S .60; Blbts. 2 for .30**

SALMAN'S GLORY (507 Salman 47) One of the finest varieties to come out of Europe. Creamy white with yellow throat and small light red blotches. Healthy. One of the most popular glads in many years. Stunningly attractive. **L 10 for \$1.00; M 10 for .60; S 10 for .35; Blbts. Pkt. .25**

SAN SOUCI (436 K & M 51) An excellent new brilliant and clear scarlet. Superb habits. Tops as a cut flower exhibition or decorative purposes. Very high color value. Opens up to 8 flowers at a time. **L \$1.00**

SIERRA SNOW (400 Harris 51) Probably the best white for exhibition. 12 huge flowers open at once with 10 more showing color. Excellent for exhibition or any other purpose. **L \$1.00; M .75; S .50; Blbts. 2 for .25**



PORTIA

SILVER WINGS (500 Ritzema 44) A creamy white Picardy sport. Eight 6" flowers open. A magnificently beautiful variety. Finely ruffled. Certainly one of the best near white gladiolus in existence. **L 10 for \$1.00; M 10 for .60; S 10 for .35**

STATUETTE (213 Butt 50) Another superb small-flowered variety. Clear medium yellow with a diffused purplish red throat mark. Flowers about 2½" across with 6-7 out at once. **L .50; M .35; S .25; Blbts. 8 for .25**

SUNDANCE (412 Almey 49) Clear, ruffled medium yellow. Very superior for both exhibition and commercial use. 8 or more open. Considered the finest in this shade. **L .25; M .20; S 2 for .25; Blbts. 10 for .25**

SURF SONG (DeBruyn) An entirely new shade of medium blue, best described as a purplish shaded blue with pansy markings in the throat. 6-8 perfectly shaped flowers open at once. Fast grower and increaser. **L \$3.00**

TERRIFIC (412 Wilson 50) Deep canary yellow opening 13 large flowers at once. Fine for exhibition, garden and general commercial use. Very tall plant and huge spikes of color. **L \$1.00; M .60; S .35; Blbts. 2 for .25**

UNCLE TOM (590 Salman 49) Deep brownish red-maroon. Large florets on long stems. Flowers open flat against the sturdy stems. **L 2 for .25**

VALENTINE (421 Larus 52) Outstanding spikes of 5" to 5½" lovely salmon-orange flowers with an eye-catching heart-shaped blotch of deep orange. Very distinctive and attractive. Very long spikes. One of the best show glads. **L \$2.00; M \$1.50; S \$1.00; Blbts. .20**

WHITE GODDESS (500 Roberts) Tall strong growing creamy white. Opens up to 10 heavily ruffled blooms on a long flower head. A grand variety. Does well everywhere. **L 2 for .25; M 3 for .25; S 5 for .25; Blbts. Pkt. .25**

WHITE WINGS (500 Errey 48) No other white compares with this for sheer beauty of flower shape and pureness of color. Beautifully ruffled. About the whitest white there is. **L .25**

WINSTON CHURCHILL (Holland) New. Beautiful shining dark velvety red with 7-8 very large well formed florets open at once. Strong spikes with large flower heads. **L .35**



VALENTINE

Pride's Special Rainbow Mixture

A fine mixture of many varieties and colors. Excellent for the home garden. A wide variety of blooming times allows for continuous cutting for home decoration. We never have enough bulbs of this special mixture to last out the season.

Per 100

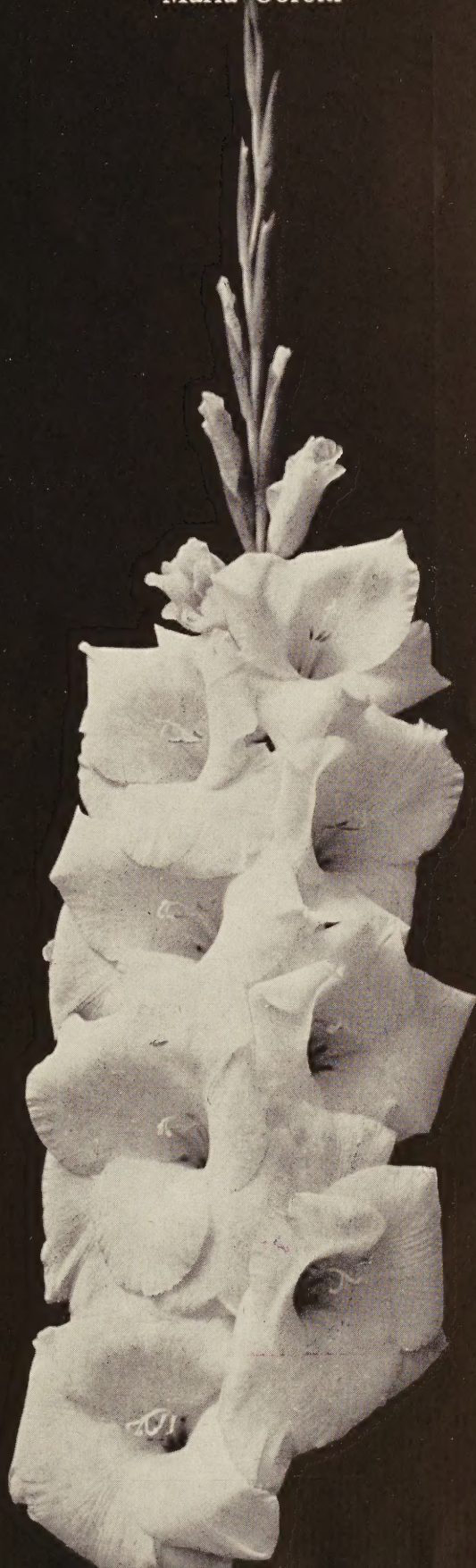
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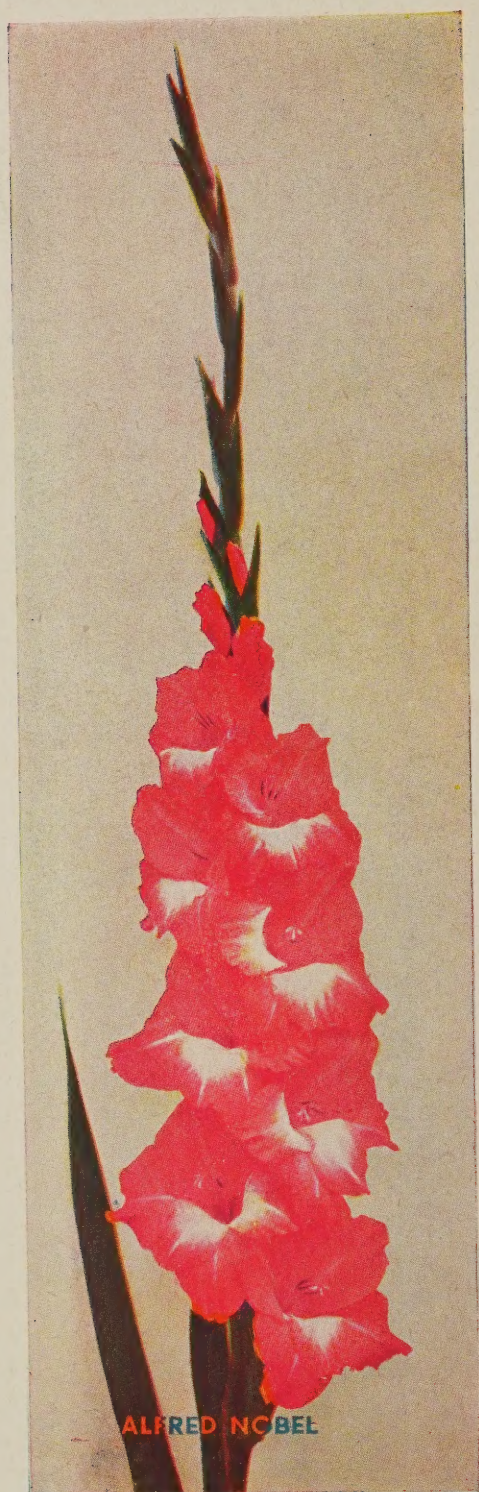
\$6.00

1000 for \$54.00

NOTES

Maria Goretti





ALFRED NOBEL